Artificial Intelligence in Digital Marketing: How AI is Changing the Game

It has become no longer a distant vision of what could be in the future to do with artificial intelligence in digital marketing. Everything that relates to customized suggestions and automated content creation to predictive analytics has now become possible because of what artificial intelligence has to give marketers in the way of efficiency and targeted delivery. But with such powerful tools always come responsibilities that also must be attended to by marketers.

Perhaps one of the important dilemmas that arise for ethics is the “black box” that many AI systems are. Customers are increasingly leery about data usage and how certain selections of content are made.

Transparency goes beyond a legal requirement; it borders on establishing positive relationships. There is a need for marketers to make it straightforward about the involvement of AI. This may involve straightforward notices, which would read "This recommendation was made through AI based on your previous activity" or more control opportunities regarding data preference. These efforts are required to make AI less mysterious, acting more as a useful assistant than a mysterious control driver.

The most worrisome area in AI marketing, however, lies in the realm of Deepfakes. Although Deepfakes started out as a tool intended to do harm, modern AI innovation enables it to create images, audio, or videos which are utterly indistinguishable from reality. Consider, if you will, the implications of a marketing campaign video featuring a favorite celebrity endorsing a product they have never used, or a political leader making a statement they never actually uttered— all through AI.

For marketing professionals, it becomes intensely appealing to employ such potent technology in activities such as creation of captivating and realistic content. Equally extensive would be the consequences of deception and instilling lack of trust in marketing activities. Creation of ‘deepfake’ technology content, no matter how seemingly harmless it may seem to marketing professionals, tends to diminish and conceal any distinction between fact and fiction.
Moral marketing practitioners have to set clear rules to prevent deceptive deepfake usage.
The short-term benefit from a viral marketing deepfake campaign is negligible in light of the long-term repercussions associated with a degradation in brand reputation and belief in digital content.

Behind such challenges is the ever-important requirement to build and retain trust in consumers. Trust is fundamental to achieving any successful marketing activity, and this is where AI has both the ability to reinforce it or break it.

Fairness and Bias: This is because AI learns from data. When data happens to be biased in some way, indicating how society is biased in some manner, it will result in biased AI. This is why it becomes important for marketing professionals to ensure fairness in AI and avoid biased results.
Data Privacy: Given the massive amounts of personal data continuously processed by AI systems, data privacy has become an area where there is absolutely no room for negotiation. This is particularly true for marketers who must protect data, seek consent for data usage, and honor personal preferences for data sharing.

There is no denying that the future of marketing is linked to Artificial Intelligence. Through taking proactive steps in creating transparency, properly managing technologies such as deepfakes, and putting consumer trust as the number one priority, it is possible to ensure that AI is utilized in its transformative manner to ensure that value is added, whereas instead it is now being used as a means to navigate through an ethical minefield.